



# Welcome Packet

821 W. State Street  
Boise, ID 83702  
(208) 332-1538



Dear New Member,

Welcome, we are excited to be working with you! To begin with, I would like to give you some history about the Idaho wine industry. Known for its breathtaking wilderness and perhaps more famously for its potatoes, Idaho is also home to a fast growing wine industry with award winning wines. Nestled between the Rocky Mountains and the Snake River, the Idaho wine regions nurture the grapes with a moderate climate, limited precipitation, and a consistent growing season that adds complexity to the grapes. Idaho is known for growing and producing vinifera wine grape varieties such as syrah and viognier, as well as classic varieties including merlot, cabernet sauvignon, chardonnay and riesling.

The first wine grapes planted in the Pacific Northwest were in 1862 by French and German Immigrants in the Clearwater Valley of Northern Idaho. These wines were winning awards around the country, but prohibition in 1919 had a debilitating impact on the industry, bringing production to a halt until the 1970's. In 1976, 57 years after prohibition, Ste. Chapelle began their operation, becoming the first commercial producer of Idaho wines and is now the largest winery in the state.

Southwestern Idaho currently has the highest density of vineyards and wineries in the state. The Snake River Valley Appellation is the first registered AVA (American Viticultural Area) for the state, officially designated in April 2007. The AVA covers an area of 8000 square miles and has comparable latitudes to many famous wine regions of the world. The immense size of the AVA is a great advantage for Idaho, allowing tremendous opportunity for growth. The approval of the AVA was a vast undertaking for the industry and has truly helped to propel the industry, gaining attention from around the world.

From a geographical standpoint, area vintners insist, Idaho offers ideal growing conditions. The land in Idaho shows geologic evidence of volcanic sediment and an ancient lake that formed nearly four million years ago, giving the soil a unique terroir that is unique for growing. The wine grapes thrive in this distinct, four-season climate. The characteristic cold winters might first seem like a disadvantage, but are actually quite conducive, allowing vines to go dormant, rest and conserve important carbohydrates for the coming season, all the while ridding the plants of bugs and discouraging disease. In addition, the region's summer combination of cold nights and warm days serves to balance grape acids and sugars favorably. In the 30°-40° diurnal temperature variations, typical of this higher elevation, swings from 100° to 65° are common. The sugars remain high, nurtured during the long day by the abundant sunshine, while acids are maintained at favorable levels by comparatively cool evenings. Adequate sugar, on the other hand, is often the obstacle in Oregon, where early rains absorbed by the grapes and vines in the final stages of ripening dilute the fruit's natural levels of the substance. With such potentially ruinous precipitation also

responsible for other assorted agricultural woes, including mold and rot, the Snake River Valley's lack of rainfall is considered a plus. Here, water is one element that can be controlled by the grower through irrigation, according to calculated timing.

The Idaho Wine Industry has been a steadily growing community in the last 30 years and has seen remarkable growth in the number of wineries over the past decade. With just 11 wineries in 2002, Idaho is now home to 40 wineries, 7 new within the past 12 months. Currently there are 1600 acres of premium wine grapes planted in Idaho, from Twin Falls to Parma and Marsing to Lewiston.

In order to see how much of an impact the Idaho Wine Industry is having on the state of Idaho, the Idaho Wine Commission (IWC) worked with Boise State University to conduct an economic impact study. In 2008, the results concluded that Idaho's wine and grape products, as well as related industries, contributed nearly \$73 million of total economic value to the state of Idaho, 625 full-time equivalent jobs and \$19 million in employee wages. In addition, winery revenues have increased from \$15 million in 2002 to \$52 million in 2008. This growth has led to increased visibility and tourism, as well as enhanced Idaho's reputation, creating a tremendous opportunity for expansion in the industry.

In fact, future growth of the wine industry will continue as a result of increases in national wine consumption as well as Idaho's grape-growing potential. Idaho wines are discovered in many areas of the United States and world, ranking 22<sup>nd</sup> in the nation for production.

In order to raise awareness of the wine industry in Idaho, the IWC recently worked with Steve Burns, former executive director of the Washington Wine Commission, to create a strategic plan that will enable Idaho to continually grow throughout the next ten years, providing a detailed focus and long-run vision. Some examples in the strategic plan included a new tour brochure, website, logo, and an Idaho wine event, Savor Idaho. Savor Idaho, Idaho's Premier Wine & Food Event, was hosted this year for the first time, focusing on Idaho wineries and restaurants and encouraging consumers to eat local.

The Idaho Wine strategic plan focuses immensely on media opinion leaders and singles them out as the #1 target audience for commission programs. Therefore, the IWC hosted the first significant media tour during harvest of 2009, as well as showcasing the many non-wine travel options that make Idaho a unique and special place.

From 2010-2020, the industry is going to grow exponentially, both in terms of wineries and vineyard acreage. In order to develop the industry, the IWC will have a Savor Idaho event in targeted cities across the United States, an in-state Idaho-only charity wine auction, host wine and lifestyle media from across the USA and an international wine symposium.

The Idaho Wine Commission has a lot planned for the next 10+ years. They hope that with these plans set forth, they will be able to follow them, achieve great things, and eventually gain their way to the top even in these tough economic hard times. The number of wineries is continually mounting and Idaho wants to show the world what it has to offer.

Overall, the Idaho Wine Industry is just in its infancy and is expected to see remarkable growth in the next 15 years. Idaho is learning as they go and will be making great wines in the process.

Please feel free to contact us at any time with any questions, comments, ideas, or suggestions you may have. We enjoy helping the Idaho Wine Industry grow and look forward to talking to those who help to create the industry.

Sincerely,

Moya Shatz  
Executive Director  
Idaho Grape Growers and Wine Producers Commission



Savor Idaho, Idaho's Premier Wine & Food Event, focuses on Idaho wineries, vineyards, and restaurants. Idaho Wines is the official host of this event and strives to make it the best event for all involved, especially the wineries and vineyards. The first annual Savor Idaho was held Sunday, June 21<sup>st</sup>, 2009 from 2-6 pm at the Idaho Botanical Garden with tickets costing \$40, \$10 for children, and those under 5 were free. All Savor Idaho attendees were greeted with a commemorative wine glass before making their way through Idaho's premier wine and food event, meeting winemakers and chefs, sampling from over 100 Idaho wines and 14 Idaho restaurants.

Throughout the evening, guests had a chance to try their luck at the "Zion's Bank Wheel of Wine" to win fabulous prizes and to bid on terrific baskets at the "Treasure Valley Wine Society Silent Auction" featuring none other than Idaho wines. While attendees watched and enjoyed the talents of Idaho winemakers and chefs, they were also supporting the Idaho Wine Education Scholarship fund. Savor Idaho is a one-of-a-kind event where wine and food lovers get the opportunity to discover Idaho wine and food while meeting the people who crafted these great products.

Savor Idaho is an excellent way for the general consumer to expand their Idaho wine knowledge. With new varietals being released each year, there were over 100 wines to try. The public was encouraged to meet local wine grape growers and winemakers to learn about the wine industry and become more aware of the many wineries located right in their own back yard. Local restaurants also participated to bring attention to the regional products created in the State, encouraging consumers to embark on an eat local, drink local movement to inspire future purchases. It also gave guests the opportunity to meet the areas top chefs and restaurant owners. Each guest was able to embark in a conversation with the chefs, learning about their passion for food. All in all, Savor Idaho was a great event with a group of people happy to show their skills and enthusiasm for the wine and food industry in Idaho. Don't forget to save the date for Savor Idaho 2010 on June 13<sup>th</sup>.

To learn more about the event, please visit [www.savoridaho.org](http://www.savoridaho.org)

## **Dues**

In order to be a member of the Idaho Wine Commission, you must stay current on dues each year. The assessment structure helps to fund the IWC's growth, aiding marketing and promotions to reach consumers and trade at new levels. In addition, the funding will assist in improving the quality and reputation of Idaho wines through research and education by funding vocational classes available to members. Along with the strategic plan, this funding will go towards creating a new website, hosting media tours, producing Savor Idaho, ad buys logo, map, economic impact study, and many more undertakings. In order for the wine industry to continue its growth, funds have to be generated to effectively promote the industry.

The fiscal year runs from July to June of each year, with dues being sent out the beginning of July. The rates are different for Wineries and Vineyards. Remember, if you're both a winery and vineyard, you'll be charged for each. In order to ensure no late penalties, the IWC must receive payment by June 30.

In addition, each winery and vineyard has the opportunity to "opt out" of the Commission. If you choose not to become a member, you must send in a letter to the Idaho Grape Growers and Wine Producers Commission no later than June 30<sup>th</sup> of each year stating your intent to opt out, name, and address.

## **WineAmerica**

WineAmerica is the National Association of American Wineries, helping to promote and develop American wineries and winegrowing. WineAmerica is the voice for American wineries when it comes to state and national policy. In addition, it provides assistance to wineries with the operations of their business. WineAmerica has originated important programs such as the Wine Market Council, promoting national wine consumption; the State Associations Council, providing communication for legislative issues that affect wineries and the American Viticulture and Enology Research Network, to establish research priorities.

Being a member of WineAmerica is beneficial as an array of membership services and benefits are offered at a value that covers the cost of dues. Some of the benefits of being a member include: monthly newsletters, label facilitation and regulatory compliance programs (including status updates), and wine showcased at Congressional and State receptions. Also, as a member, you receive discounted shipping rates up to 50% off FedEx, comprehensive insurance plans, and a \$300 annual discount on age verification software. For a complete list of member services and discounts, please visit the links below.

Phone: (202) 783-2756

Email: [info@wineamerica.org](mailto:info@wineamerica.org)

Address: Wine America

1212 New York Avenue, Suite 425

Washington, DC 20005

## **Member Benefits**

- <http://wineamerica.org/membership/benefits.htm>

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## **Issues and Policy**

- <http://wineamerica.org/issuepolicy/issuesandpolicy.htm>

## **Label Approval Program**

- <http://wineamerica.org/labelprogram/labelprogram.htm>

## **Label Terms**

- <http://wineamerica.org/labelprogram/docs/Glossary%20of%20Label%20Terms.pdf>

## **Idaho State Police (ISP) and Alcohol Beverage Control (ABC)**

As a winery it is your responsibility to post your wholesale prices through the Idaho State Police. Prices are allowed to be changed every 30 days. In addition, if you plan to participate in an event off-site, you must fill out a Winery Sponsored Event form at least 7 days prior to the event date. This application must be e-mailed to ABC [abc@isp.idaho.gov](mailto:abc@isp.idaho.gov) for approval. If you fail to do so, you cannot participate in the event so make sure to fill this out ahead of time.

Alcohol Beverage Control is conducted by the Idaho State Police and all rules must be followed. Alcohol Beverage Control is implemented to ensure all businesses that sell or produce alcoholic beverages, including wine, are properly licensed and all rules are obeyed. You can find invaluable information on their website when starting up a new winery, and continuing to run one throughout the years.

Phone: (208) 884-7062

Email: [Robert.Clements@isp.idaho.gov](mailto:Robert.Clements@isp.idaho.gov)

Address: Alcohol Beverage Control

P.O. Box 700

Meridian, ID 83680-0700

## **Idaho State Police**

- <http://www.isp.state.id.us/>

## **Alcohol Beverage Control**

- <http://www.isp.state.id.us/abc/index.html>

## **New Liquor License Information**

- [http://www.isp.state.id.us/abc/documents/NewLicenseeNotice\\_000.pdf](http://www.isp.state.id.us/abc/documents/NewLicenseeNotice_000.pdf)

## **Winery Sponsored Event Form**

- <http://www.isp.state.id.us/abc/documents/ABC-SponsoredEventform.pdf>

## **Delivery of Alcoholic Beverages**

- <http://www.isp.state.id.us/abc/documents/LicenseeDeliveryRequirements.pdf>

## **Beer and Wine License Application**

- <http://www.isp.state.id.us/abc/documents/ABCBeerandWineapp.pdf>

## **Liquor License Application**

- <http://www.isp.state.id.us/abc/documents/ABCLiquorapp.pdf>

## **Price Posting**

- [http://www.isp.state.id.us/abc/price\\_wine.pdf](http://www.isp.state.id.us/abc/price_wine.pdf)
- <http://www.isp.state.id.us/abc/documents/BatchGuidelines.pdf>

## **Price Posting Online**

- <http://www.isp.state.id.us/abc/documents/ABCPricePostingGuide.pdf>

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### **Price Posting Search**

- <http://www.isp.state.id.us/PricePosting2/toPricePostSearch.action>

### **Wine Report**

- <http://www.isp.state.id.us/abc/documents/WineReport.pdf>

### **Appellation America**

Learn more about wineries, varietals, and every appellation in the United States, as well as wineries in Canada. Every year Appellation America conducts a wine competition that distinguishes the best wines in each appellation. To submit your wines if you're currently in an AVA, please visit the website for contest information. E-mails are generally sent out reminding members to submit their wines for this competition.

Phone: (707) 320-2453

Email: [info@appellationamerica.com](mailto:info@appellationamerica.com)

Address: Appellation America  
P.O. Box 10908  
Napa, CA 94581

### **Appellation America**

- <http://wine.appellationamerica.com/index.aspx>

### **Research the Appellations of the United States and Canada**

- <http://wine.appellationamerica.com/wine-region-index.aspx>

### **Wine Industry Related Articles**

- <http://wine.appellationamerica.com/wine-reviews.aspx>

### **Best of Appellation Information**

- <http://wine.appellationamerica.com/best-of-appellation-evaluators.aspx>

### **Best of Appellation Registration**

- <http://wine.appellationamerica.com/about-the-best-of-appellation.aspx>

### **Best of Appellation Wines**

- <http://wine.appellationamerica.com/awards.aspx>

### **Grape Varietals Index**

- <http://wine.appellationamerica.com/varietal-index.aspx>

### **Winery Index**

- <http://wine.appellationamerica.com/winery-index.aspx>

### **Tax and Trade Bureau (TTB)**

The Tax and Trade Bureau's mission is to ensure all wine products are labeled, advertised, and marketed according to the law. The Tax and Trade Bureau strives to protect the public. The TTB carries out these responsibilities by developing regulations, conducting product analysis, and ensuring tax and trade is complied with according to the Federal Alcohol Administration Act and the Internal Revenue Code. Every winery must have a TTB number in order to operate and produce wine, entitling such to be labeled a winery in the state of Idaho and produce its own label. For your wine to be accepted, your TTB number must be approved prior to sales.

Phone: (202) 927-5000

Email: [ttbquestions@ttb.treas.gov](mailto:ttbquestions@ttb.treas.gov)

821 W. State Street  
Boise, ID 83702  
P: 208-332-1538



Address: Alcohol and Tobacco Tax and Trade Bureau  
1310 G Street, NW Suite 300  
Washington, D.C. 20220

## **Tax and Trade Bureau**

- <http://www.ttb.gov/>

## **Labeling**

- <http://ttb.gov/wine/wine-labeling.shtml>

## **Labeling Fact Sheet**

- <http://ttb.gov/pdf/brochures/p51901.pdf>

## **Sample Labels**

- <http://ttb.gov/pdf/06-08-expo-sample-labels.pdf>

## **Pre-Cola Product Evaluation**

- [http://ttb.gov/formulation/pre\\_cola.shtml](http://ttb.gov/formulation/pre_cola.shtml)

## **Organic Labeling**

- [http://ttb.gov/alfd/alfd\\_organic.shtml](http://ttb.gov/alfd/alfd_organic.shtml)

## **Wine Appellations**

- <http://ttb.gov/appellation/index.shtml>

## **COLA's Online**

- <https://www.ttbonline.gov/colasonline/>

## **Federal Permits**

- <http://ttb.gov/wine/wine-permits.shtml>

## **Federal Application Process**

- [http://ttb.gov/wine/federal\\_app.shtml](http://ttb.gov/wine/federal_app.shtml)

## **Taxes**

- [http://ttb.gov/tax\\_audit/taxes\\_permits.shtml](http://ttb.gov/tax_audit/taxes_permits.shtml)

## **TTB Tax and Fee Rates**

- [http://ttb.gov/tax\\_audit/atftaxes.shtml](http://ttb.gov/tax_audit/atftaxes.shtml)

## **Exporting, Wholesale, Importing**

- <http://ttb.gov/wine/wine-im-ex-wh.shtml>

## **Monthly Wine Statistics**

- <http://ttb.gov/wine/wine-stats.shtml>

## **Imported Wine Certifications**

- <http://ttb.gov/wine/wine-certs.shtml>

## **Wine Producers and Blenders**

- [http://ttb.gov/wine/wine\\_producers.shtml](http://ttb.gov/wine/wine_producers.shtml)

## **Wine Industry Compliance Seminar**

- <http://www.ttb.gov/wine-resource-tool/wine-section-menu.htm>

## **Contact TTB Wine Expert**

- <http://ttb.gov/wine/contact.shtml>

## **Wine Premise Operations Report**

- [http://ttb.gov/wine/wine\\_premises\\_reminder.shtml](http://ttb.gov/wine/wine_premises_reminder.shtml)

## **Regulations and Statutes**

- [http://ttb.gov/wine/wine\\_regs.shtml](http://ttb.gov/wine/wine_regs.shtml)

## **IRS/ATF/TTB Rulings**

- <http://ttb.gov/wine/wine-rulings.shtml>

## **IRS/ATF/TTB Rulings**

- [http://ttb.gov/wine/wine\\_procedures.shtml](http://ttb.gov/wine/wine_procedures.shtml)

## **Wine Magazines**

There are an abundance of wine magazines around, a few that we recommend include, but are not limited to:

### **Wine Business Monthly**

- <http://winebusinessmonthly.com/>

### **Wines and Vines**

- <http://www.winesandvines.com/>

### **Wine Press Northwest**

- <http://www.winepressnw.com/>

### **Wine Spectator**

- <http://www.winespectator.com/>

### **Wine and Spirits**

- <http://www.wineandspiritsmagazine.com/>

### **Wine Enthusiast**

- <http://www.wineenthusiast.com/>

### **Food and Wine**

- <http://www.foodandwine.com/>

## **Wine Institute**

For more information on legal, policy, and compliance issues, the Wine Institute can help assist you. Their mission is to encourage public policy that enhances the ability to responsibly produce, promote and enjoy wine. In addition, the Wine Institute educates public policy makers and the media on the cultural and economic value of wine, as well as takes a leadership role in coalitions and enhancing the business and political network for wine.

Phone: (253) 302-5250

Email: [kjacoy@wineinstitute.org](mailto:kjacoy@wineinstitute.org)

Address: Wine Institute

Katie Jacoy

Western Counsel

31 West Road North

Tacoma, WA 98406

## **Wine Institute**

- <http://www.wineinstitute.org/>

## **State Shipping Laws**

- <http://www.wineinstitute.org/initiatives/stateshippinglaws>

## **Idaho State Shipping Laws**

- <http://wineinstitute.shipcompliant.com/StateDetail.aspx?StateId=9>

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## **Sustainable Winegrowing Program**

- <http://www.wineinstitute.org/initiatives/sustainablewinegrowing>

## **Idaho Statutes and Administrative Rules**

- <http://www.legislature.idaho.gov/statutesrules.htm>

## **Events**

Each winery hosts their own events that attract consumers to the area to taste their wines and visit their tasting rooms. We encourage each winery to promote other wineries in the area to ensure consumers can have a good experience and come back in the future. With all the wineries working with each other, the Idaho Wine industry is getting recognition. Also, if you don't have a tasting room yet, try contacting one that does to collaborate on events.

## **Rules of the Idaho Wine Commission**

To read the official rules of the Idaho Grape Growers and Wine Producers Commission, please visit: <http://adm.idaho.gov/adminrules/rules/idapa48/0101.pdf>

## **Seminars**

Periodically throughout the year the IWC hosts seminars to inform the wine industry about various topics. Keep an eye out for e-mails throughout the year mentioning these seminars that provide valuable information to its members. There are minimal costs associated with these seminars. If you have an idea for a seminar or know someone who would like to speak at one, please let us know.

## **Commissioners**

There are a total of 5 Commissioners who serve the IWC. Each is a member of the Idaho Wine Industry. There are 3 Growers and 2 Producers that act as Commissioners, each serving a maximum of 2 terms, with 3 years per a term. If you have an interest in becoming a Commissioner in the future, please attend the monthly Commission meetings to learn more about the position and get involved.

## **Board of Directors**

Roger Williamson, Chair - Williamson Orchards and Vineyards [wine@willorch.com](mailto:wine@willorch.com)

Bill Ringert - Cold Springs Winery [coldspringswines@aol.com](mailto:coldspringswines@aol.com)

Dale Jeffers - Skyline Vineyards

Melanie Krause - Cinder [Melanie@cinderwines.com](mailto:Melanie@cinderwines.com)

Chuck Devlin - Ste. Chapelle Winery

## **Committees**

To become more involved in the Idaho wine industry, we encourage all members to join and participate in one of the Idaho Wine Commission's committees. To learn more about each committee, please read more below and email Moya Shatz at [moya@idahowines.org](mailto:moya@idahowines.org) to attend a meeting.

- **Event** - Focuses on planning and implementing various events throughout the year, in particular, Savor Idaho. Meeting once a month, the events committee schedules dates for holiday events, as well as spring releases, and fall barrel tastings, encouraging all wineries to open their doors and offer specials.

- **Legislative** - Deals with legislative issues, both related to individual wineries, and the state of Idaho. Reviewing statutes and legislation, the legislative committee works to make it easier for wineries to understand and comply with the law. In addition, the committee works to change and update laws that are out of date, or need re-writing.
- **Marketing** - Committed to creating an approachable look for the Commission, the marketing committee updates the website and logo to engage consumer interaction for wineries and vineyards. This committee works closely with the Event Committee.
- **Education/Research** - Brainstorms ideas and implements educational seminars for the industry. Works to constantly educate the commission's members on important issues relating to disease, pests, marketing, sanitation, etc.

### **Idaho Wines Website-[www.idahowines.org](http://www.idahowines.org)**

As a member of the Idaho Grape Growers and Wine Producers Commission, you are able to add and update all your information on the Idaho Wines website. You are able to change your general information, tasting room hours, events, wines, wine awards, username/password, etc. Each item is simple and fast to edit and can be done 24 hours a day. If you have any problems or questions, or are a first time user, please contact Sara Fink at [sara@idahowines.org](mailto:sara@idahowines.org)

Login at: <http://manager.idahowines.org>

### **Social Networking**

The Idaho Wine Commission is on Facebook and Twitter. Make sure to add them as your friends. If you have any events you would like posted please e-mail Sara, [sara@idahowines.org](mailto:sara@idahowines.org) or directly to one of the accounts.

Facebook: Idaho Wines and Savor Idaho

Twitter: idahowines

### **Important Contact Information**

Executive Director

Moya Shatz

[moya@idahowines.org](mailto:moya@idahowines.org)

Marketing Coordinator

Sara Fink

[sara@idahowines.org](mailto:sara@idahowines.org)



## **Idaho Messaging**

### **Mission Statement:**

The Idaho Wine Commission (IWC) is the unifying organization for the vintners and wine grape growers of the Gem State. The IWC is a marketing, promotions and educational organization dedicated to improving the business climate for its members.

### **5 second Pitch**

Idaho has a small but growing wine region with the natural resources to sustain world-class vineyards and wineries.

- ❖ If you only have 5 seconds need to get across natural resources and potential. When talking to media need to come back to these two principles as often as possible. Try to repeat at least 3 times in interview to get them to hear and write it down. Even say these are the two most important things I think about the Idaho wine industry.

### **30 second Pitch**

Idaho is has a small but growing wine region with the natural resources to sustain world-class vineyards and wineries. Our warm climate, well drained soils and direct access to our water sources provides Idaho the key ingredients for fruit forward wines with good structure.

### **Idaho Stigma**

- Region too cold
- Too high
- Too deep in mountains
- Great white north
- Vines freeze out in winter

### **Countering the Idaho Stigma**

- Similar heat units to WA, 16hrs of sunlight
- Bad Idaho wines in past and get the impression that's what Idaho makes, one bad experience
- Idaho industry learning to optimize their vineyards and winemaking
- Professionalism gone up tremendously in 5yrs
- Was young and is improving rapidly
- That was then, this is now, try again

**Idaho Fast Facts**

- 43 Wineries
- 1600 Acres
- 225,000 cases produced
- 3,300 tons harvested
- 600ft-3200ft Elevation
- \$73 Million Dollar Economic Impact in 2008
- Provide 625 Full-time Jobs
- Snake River Valley AVA Approved April 2007
- Leading varieties:
  - White: Chardonnay, Riesling, Viognier
  - Red: Cabernet Sauvignon, Syrah, Merlot, Malbec, Tempranillo